



# CAREER AND TECHNICAL EDUCATION

Operational Guide

for

Occupational and Support Program

Business and Marketing Technology

Updated  
February 14, 2005  
(Course Codes and Equipment Lists)

## Statement of Assurance

All vocational opportunities are offered without regard to race, color, national origin, sex, handicap, or age. The following civil rights laws protect individuals from discrimination in programs or activities receiving federal financial assistance:

Title IV of the Civil Rights Act of 1964  
 Title IX of the Education Amendments of 1972  
 Section 504 of the Rehabilitation Act of 1973  
 Age Discrimination Act of 1975

**RELATED LINK:** Go to the Department of Labor for assistance with specific laws and regulations (<http://www.dol.gov/dol/compliance/compliance-majorlaw.htm>).

Summary of Dates/Forms Associated with Instructional Programs		
Date	FORM # and Web Site Address	Name of Form
September 3	( <a href="http://dwe.arkansas.gov/CareerandTechEducation/TeacherInformationSystem.htm">http://dwe.arkansas.gov/CareerandTechEducation/TeacherInformationSystem.htm</a> )	Computer submission of <a href="#">Teacher Information</a>
October 1		Notification by letter of schools using concurrent credit to meet standards
October 1	<a href="#">WE-92</a> ( <a href="http://dwe.arkansas.gov/CTESCTENewandExpandedPrograms.htm">http://dwe.arkansas.gov/CTESCTENewandExpandedPrograms.htm</a> )	C & T New Program Start-up Proposals
January 21	<a href="#">WE-APP-237</a> ( <a href="http://dwe.arkansas.gov/Apprenticeship/apprenticeshipindex.html">http://dwe.arkansas.gov/Apprenticeship/apprenticeshipindex.html</a> )	Traditional Apprenticeship-Related Classroom Instruction Attendance/Contact Hour Report for Fall Semester
March 15	<a href="#">WE-4</a> ( <a href="http://dwe.arkansas.gov/CTESCTENewandExpandedPrograms.htm">http://dwe.arkansas.gov/CTESCTENewandExpandedPrograms.htm</a> )	Reimbursement for C & T New Program Equipment
2 weeks prior to beginning of class	<a href="#">WE-6</a> ( <a href="http://dwe.arkansas.gov/CTESCTEReporting%20Forms.htm">http://dwe.arkansas.gov/CTESCTEReporting%20Forms.htm</a> )	Application for Adult Skill Training Class (no classes will be approved after May 1)
No later than 2 weeks after completion of class	<a href="#">WE-PD</a> ( <a href="http://dwe.arkansas.gov/CTESCTEReporting%20Forms.htm">http://dwe.arkansas.gov/CTESCTEReporting%20Forms.htm</a> )	Adult Skill Training Class Enrollment Report (all reimbursement requests must be received by May 30)

Dr. Steve Franks, Director

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**CAREER AND TECHNICAL EDUCATION**

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**Accountability and Funding**

(<http://dwe.arkansas.gov/CTESCTEPerkinsInfo.htm>)

Room 407 (501) 682-1528

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Perkins and related federally funded programs  
Career and technical education coordinators

**Occupational Programs:**

Office of **Business/Marketing Technology**

(<http://dwe.arkansas.gov/BusinessMarketing.htm>)

Room 502 (501) 682-1768

Fax: (501) 682-1268

Cluster Responsibility: Business, Management &  
Administration; Finance; Information Technology;  
Marketing, Sales & Service

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<b>Cluster Responsibility: Business, Management &amp; Administration; Finance; Information Technology; Marketing, Sales &amp; Service</b>	

## PROGRAM APPROVAL PROCESS

If a program was **conditionally approved** during the previous year and one of the following actions apply the following year, then the district will receive the program status indicated.

ACTION	STATUS TO RECEIVE
Problems are corrected	<b>FULL APPROVAL</b>
Problems not corrected	Disapproval
Critical elements from previous year received, and improvement plan not submitted	Disapproval

If a program had **full approval** during the previous year and one of the following actions apply the following year, then the district will receive the program status indicated.

ACTION	STATUS TO RECEIVE
No CTSO previous year	Conditional Approval
No program of study	Conditional Approval
No required foundations (reviewed by appropriate program area)	Conditional Approval
Core not offered every year	Conditional Approval
Meets all DWE standards	<b>FULL APPROVAL</b>

Program approval items reviewed during technical assistance visits and as information is available:

1. All report card items
  - A. Completers
  - B. Career and technical assessment
  - C. Academic attainment
  - D. Placement
  - E. Nontraditional numbers
2. Advisory councils and meeting minutes
3. Safety issues
4. Any item noted as lacking in technical assistance visit

## 2005-06 Career and Technical Course Codes

### **CLUSTER: BUSINESS MANAGEMENT & ADMINISTRATION; FINANCE; and INFORMATION TECHNOLOGY (all pathways)**

#### **492020 Banking & Finance Consumer Lending**

Credit: .5 Grade Levels: 11-12

Banking and Finance Marketing is a one-semester course that focuses on marketing in the banking industry. Emphasis is placed on customer satisfaction and service quality, implementation of marketing plans, and the future of bank marketing.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

#### **492030 Banking & Finance Law**

Credit: .5 Grade Levels: 11-12

Banking and Finance Law is a one-semester course that assists the student in understanding the legal environment in which depository institutions exist. Students study basic concepts in business law in the areas of contract law, agency law, property law, commercial paper law, and credit law. This curriculum is adopted from the Wisconsin Finance Youth Apprenticeship, Wisconsin Department of Industry, Labor, and Human Relations, Bureau of Apprenticeship Standards, Office for Workforce Excellence.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

#### **492040 Banking & Finance Operations/Teller Training**

Credit: .5 Grade Levels: 11-12

Banking and Finance Operations is a one-semester course that assists the student in understanding the United States' payment system and daily operations of depository institutions. Students study regulatory framework, the U.S. payment system, the check collection system, money creation, internal controls, financial statements, and risks. This curriculum is adapted from the Wisconsin Finance Youth Apprenticeship, Wisconsin Department of Industry, Labor, and Human Relations, Bureau of Apprenticeship Standards, Office for Workforce Excellence.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

#### **492050 Banking & Finance Principles**

Credit: .5 Grade Levels: 11-12

Banking and Finance Principles is a one-semester course that assists the students in understanding the American banking system. Students study the Federal Reserve System, banking and the economy, functions of depository institutions, and daily transactions of depository institutions. This curriculum is adopted from the Wisconsin Finance Youth Apprenticeship, Wisconsin Department of Industry, Labor, and Human Relations, Bureau of Apprenticeship Standards, Office for Workforce Excellence.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492060 Business Communications**

Credit: .5 Grade Levels: 10-12

Business Communications is a one-semester course designed to provide students with the communication skills needed in business careers. The course includes both written and oral communications relating to business activities and is directed toward understanding the language of nonverbal communication and improved listening skills, reading, voice usage, and writing skills. Emphasis is given to developing competencies in fundamentals such as spelling, punctuation, grammar, vocabulary, sentence and paragraph structure, English usage, and proofreading. Applications in writing all types of business documents are valuable components of the course. Students gain competencies in writing, thinking logically, organizing ideas, writing clearly and concisely, and displaying tact and courtesy in writing. Technological advancements relating to information, communication, and telecommunications are given emphasis.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:	031	Business Education (Secretarial)
	032	Business Education
	225	Business Technology

**492070 Business Law I**

Credit: .5 Grade Levels: 11-12

Business Law is a one-semester course designed to acquaint the student with some of the legal problems and rights encountered in business transactions. This course will include law and the judicial systems; laws relating to minors, consumers, and the business firm; elements of contracts; credit; sales contracts; employment laws; commercial paper; insurance; and property rights.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:	031	Business Education (Secretarial)
	032	Business Education
	225	Business Technology

**492080 Business Law II**

Credit: .5 Grade Levels: 11-12

Business Law is a one-semester course designed to acquaint the student with some of the legal problems and rights encountered in business transactions. This course will include law and the judicial systems; laws relating to minors, consumers, and the business firm; elements of contracts; credit; sales contracts; employment laws; commercial paper; insurance; and property rights.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:	031	Business Education (Secretarial)
	032	Business Education
	225	Business Technology

**492100 Computerized Accounting I**

Credit: 1 Grade Levels: 10-12

Computerized Accounting I is a two-semester course with emphasis on basic accounting principles as they relate to both manual and computerized financial systems. Instruction is on an integrated basis using computers and electronic calculators as the relationships and processes of manual and computerized accounting are presented. Entry-level skills in the accounting occupations can be attained.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:	031	Business Education (Secretarial)
	032	Business Education
	225	Business Technology

**492110 Computerized Accounting II**

Credit: 1 Grade Levels: 11-12

Computerized Accounting II is a two-semester course designed to provide students with the knowledge, understanding, and skills necessary for successful careers in accounting. Partnerships as well as departmental, corporate, and cost accounting systems are components of the course. Emphasis is given to the computerized/automated functions in accounting.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:	031	Business Education (Secretarial)
	032	Business Education
	225	Business Technology

**492120 Computerized Business Applications**

Credit: 1 Grade Levels: 9-12

Computerized Business Applications is a two-semester course designed to prepare students with an introduction to business applications that are necessary to live and work in a technological society. Emphasis is given to hardware, concepts, and business uses of applications. The business applications covered are word processing, database, spreadsheet, telecommunications, presentation, and Web page design. This course will also meet the 1 unit required in the Standards for Computer Applications.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**492140 Database Applications**

Credit: .5 Grade Levels: 10-12

Database Management is a one-semester course in which students learn to organize data; create, search, and query databases; and use integrated software to combine database with word processing and mail merge.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**492560 Database Fundamentals - Oracle Internet Academy**

Credit: .5 Grade Levels: 11-12

The data modeling course is largely conceptual in that students are challenged to identify patterns or connections between information that is not obviously related and to identify key or underlying issues in complex situations. Student activities are designed to include using creative, conceptual, and inductive reasoning. Students learn how to transform business information needs into entity relationship diagrams and, later, into a relational database.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**492570 Database Programming - Oracle Internet Academy**

Credit: .5 Grade Levels: 11-12

This course enables users to build data warehouses and data marts; perform an array of integrated reporting; conduct ad-hoc querying and sophisticated analysis, including database optimization and maintenance, forecasting and trending, and market analysis; and provide extended database support for online analytical processing, data-mining, and extraction, transformation, and loading operations.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology



**492150 Desktop Publishing I**

Credit: .5 Grade Levels: 10-12

Desktop Publishing I is a one-semester course that combines the versatility of the microcomputer with page design software, enabling students to produce materials of near photo-type quality. The course includes page composition, layout, design, editing functions, and a variety of printing options.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:	031	Business Education (Secretarial)
	032	Business Education
	037	Computer Tech Permit
	225	Business Technology

**492160 Desktop Publishing II**

Credit: .5 Grade Levels: 10-12

Desktop Publishing II is a one-semester course designed to study the process of analyzing information and audience and choosing the appropriate visual signals to communicate the desired message effectively. Applied principles are used to analyze and organize information, set up a design structure, and produce special visual expressions.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:	031	Business Education (Secretarial)
	032	Business Education
	037	Computer Tech Permit
	225	Business Technology

**492530 DWE-Approved Advanced Database and Spreadsheets**

Credit: .5 Grade Levels: 11-12

Students learn advanced techniques in both spreadsheets and database. In spreadsheets, they use absolute and mixed cell references, use the IF function VLOOKUP, create and edit charts, use and link multiple workbooks, consolidate worksheets, create pivot tables, and write macros. In database, they create tables using advanced filters, sorts with multiple criteria, default values, input masks, data validation, and lookup fields. Students complete a final presentation displaying their ability to organize information using a database and analyze it using spreadsheets. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:	031	Business Education (Secretarial)
	032	Business Education
	034	Data Processing/Computer Permit
	037	Computer Tech Permit
	225	Business Technology

**492600 DWE-Approved Business Education**

Credit: 1 Grade Levels: 9-12

This is an individually approved course in business education submitted by district.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:	031	Business Education (Secretarial)
	032	Business Education
	034	Data Processing/Computer Permit
	037	Computer Tech Permit
	225	Business Technology

**590070 DWE-Approved Business Education**

Credit: 1 Grade Levels: 9-12

This is an individually approved course in business education submitted by district.

Does course count in required 38 units and, if yes, how: No

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:	031	Business Education (Secretarial)
	032	Business Education
	034	Data Processing/Computer Permit
	037	Computer Tech Permit
	225	Business Technology

**492490 DWE-Approved Computer Applications I (9-12)**

Credit: .5 Grade Levels: 9-12

Computer Applications I is a half-unit course designed to provide students with the fundamental computer skills necessary to do well in high school and in virtually all jobs today. In the area of word processing, students will learn the fundamental skills necessary to create and edit the most widely used documents and use the most commonly used features of a word processor, such as bullets, numbered lists, special characters, borders and shading, fonts, and paragraph and line searching. The fundamentals in use of scanners, graphics, and Word Art are applied to documents. Internet searching skills and citing Internet sources are stressed with these applied to a simple PowerPoint presentation. In the area of spreadsheets, students will be expected to create and edit simple spreadsheets using basic formulas and functions and create a simple graph or chart. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**492500 DWE-Approved Computer Applications II**

Credit: .5 Grade Levels: 9-12

Computer Applications II is a half-unit course designed to provide students with the intermediate computer skills necessary to do well in high school and in virtually all jobs today. Students will learn techniques that will allow them to create fairly complex word processing and spreadsheet documents. They will continue their Internet research, applying it to spreadsheets, charts and graphs, and Web pages. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**492510 DWE-Approved Computer Applications III**

Credit: .5 Grade Levels: 9-12

Computer Applications III is a half-unit course designed to provide students with the computer skills necessary to do well in college and needed in most jobs today. Students will learn techniques that will allow them to create simple to intermediate desktop publishing documents; create, access, and edit databases; use e-mail efficiently and ethically; create advanced electronic presentations; and create Web pages using Web-page design software. They will continue their Internet research, applying it to advanced electronic presentations and the Web pages they create. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**492520 DWE-Approved Programming III**

Credit: .5 Grade Levels: 9-12

Programming III is a half-unit course that is a continuation of the study of the language taught in Programming II. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**492550 DWE-Approved Senior Technology Seminar**

Credit: .5 Grade Levels: 12

In this project-based course, students are assigned actual computer projects from the school district and local businesses. The projects may include creating presentations to be used at meetings and seminars, creating advanced databases, maintaining Web pages, customizing database reports and screens, maintaining computers, etc. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
037	Computer Tech Permit
225	Business Technology

**492540 DWE-Approved Web Design and Multimedia Production**

Credit: .5 Grade Level: 11-12

Students learn how to use all of the media equipment (digital camera, camcorder, video capture device, and scanner). Students create multimedia presentations, Web pages, and videos. Emphasis is on good design as well as technical skill as students incorporate the proper combination of text, graphics, video, and sound. Students also edit and produce sophisticated graphics and "animated gifs" for the Web. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
037	Computer Tech Permit
225	Business Technology

**492170 Enterprise Management I**

Credit: .5 Grade Levels: 11-12

Enterprise Management I is a one-semester course designed to offer an overview of the American business enterprise system. It provides a study of various forms of ownership, internal organization, management functions, and financing as they relate to business. The course content focuses on the concepts and practices of small business ownership and management. The student should be introduced to microcomputer software that is used as a tool for management functions.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492180 Enterprise Management II**

Credit: .5 Grade Levels: 11-12

Enterprise Management II is a one-semester course incorporating applied economics with emphasis on current applications of economic theory, international economics, and small business economic applications. It is recommended that Economics at Work—developed by the Agency for Instructional Technology, the National Council on Economic Education, and a consortium of state education agencies—be utilized in the second semester as a contextual, multimedia approach designed around five major economic activities, including producing, exchanging, consuming, saving, and investing.

Does course count in required 38 units and, if yes, how: Yes Career &amp; Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492200 Human Resource Management**

Credit: 1 Grade Levels: 11-12

Human Resource Management is a two-semester course designed to teach students the implementation of the strategies, plans, and programs required to attract, motivate, develop, reward, and retain the best people to meet the organizational goals and operational objectives of a company.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492210 Insurance & Risk Management**

Credit: .5 Grade Levels: 11-12

Insurance & Risk Management provides an overview of the insurance industry, including various types of insurance, rates and claims, and career opportunities. Included are activities that help the student to better understand the importance of insurance and how it affects them both today and through their retirement years.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492220 International Business**

Credit: .5 Grade Levels: 10-12

International Business is a one-semester course pursuing the study of economics, competition, politics, and social activities across national boundaries. Students are taught to think in global terms concerning their legal, cultural, economic, and political environments.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492240 Introduction to Finance**

Credit: 1 Grade Levels: 9-12

Introduction to Finance focuses on the individual's role and financial responsibilities as student, citizen, consumer, and active participant in the business world. It informs students of their various financial responsibilities. This course is designed to be taught in a one-year format.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492580 Introduction to Java - Oracle Internet Academy**

Credit: .5 Grade Levels: 11-12

The goal of this course is to teach the fundamentals of the language. Before a student can create applets and other Net-based applications with Java, he/she must understand the basic elements of the language. It includes object-oriented programming; essential concepts, syntax, and programming constructs of the Java language; introduction to classes, objects, and methods; college application process; and IT career research.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**492270 Investments & Securities**

Credit: .5 Grade Levels: 11-12

Introduction to Investments & Securities teaches students every step of the way toward smart saving and investing. Topics include how to invest in everything from certificates of deposit to mutual funds and stocks. The course will teach students how to research stocks and make informed decisions by using NAIC's Stock Selection Guide.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492590 Java Programming - Oracle Internet Academy**

Credit: .5 Grade Levels: 11-12

By the end of this course, the students will have a solid foundation that will enable them to start writing their own programs and applets using Java. This includes examining packages and interfaces, review for the Advanced Placement Computer Science Exam (APCS), introduction to integrated design environment (IDE) JDeveloper, applications, applets and UI components, and resume/portfolio building.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**690050 Keyboarding (9-12)**

Credit: .5 Grade Levels: 9-12

Keyboarding is a one-semester course designed to help students develop speed and accuracy by learning the touch operation of alphanumeric/keyboard characters. Emphasis is placed on the following: mastery of the keyboard with desirable keyboarding techniques; development of speed and accuracy; basic problem-solving applications of centering and arranging reports, letters, and tables; proofreading; formatting; and proper care of the equipment. Keyboarding is a foundation for developing entry-level skills for business careers. Only students who failed or failed to take keyboarding in the seventh or eighth grade are to be enrolled in this course.

Does course count in required 38 units and, if yes, how: No

Does course count in the 21 units required for graduation: No

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
033	Middle School Business
224	Business Technology
225	Business Technology

**690060 Keyboarding Applications (9-12)**

Credit: .5 Grade Levels: 9-12

Keyboarding Applications is a one-semester course designed to further develop keyboarding skills. Emphasis is placed on the following: improving speed and accuracy; proofreading; producing mailable copy from rough draft; creating handwritten and statistical documents; and improving production of various types of business communications. Keyboarding Applications provides the skills and knowledge necessary for entry-level employment for business careers. Only students who failed or failed to take Keyboarding Applications in the seventh or eighth grade are to be enrolled in this course.

Does course count in required 38 units and, if yes, how: No

Does course count in the 21 units required for graduation: No

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
033	Middle School Business
224	Business Technology
225	Business Technology

**492300 Lodging Management I (Business)**

Credit: 1 Grade Levels: 11-12

The Lodging Management Program has everything a student needs to get started in a hospitality career with classroom lessons and activities that teach valuable lodging skills and knowledge. This two-semester course is offered to 11<sup>th</sup>- and 12<sup>th</sup>-grade students with an opportunity upon graduation to be tested for industry-recognized certification.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492310 Lodging Management II (Business)**

Credit: 1 Grade Levels: 11-12

Tools are provided to aid the student in finding hospitality internships (jobs) under the supervision of worksite mentors so students can apply what they learn. When students graduate, they are ready to begin hospitality careers or continue their education at a college or university. This two-semester course is offered to 11<sup>th</sup>- and 12<sup>th</sup>-grade students with an opportunity upon graduation to be tested for industry-recognized certification.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492320 Management**

Credit: 1 Grade Levels: 11-12

Management is a two-semester course that assists the student in understanding basic management functions. Students study the management process, decision making, environmental factors, basic ethics, and social responsibility. Planning, organizing, leading, and controlling are emphasized as well as basic concepts of staffing, leadership, communications, entrepreneurship, and international management.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
225	Business Technology

**492360 Multimedia Applications I**

Credit: .5 Grade Levels: 11-12

Multimedia Applications I is a one-semester course giving students experience in using multimedia to merge text, graphics, video, and sound. Applied principles are used to analyze and organize information, set up a design structure, and produce special visual expressions.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
037	Computer Tech Permit
225	Business Technology

**492370 Multimedia Applications II**

Credit: .5 Grade Levels: 11-12

Multimedia Applications II is a one-semester course giving students advanced experience in using multimedia to merge text, graphics, video, and sound. Applied principles are used to analyze and organize information, set up a design structure, and produce special visual expressions.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
037	Computer Tech Permit
225	Business Technology

**492130 Office Education Cooperative**

Credit: 1 Grade Levels: 11-12

Office Education Cooperative is a two-semester course designed for junior and senior business students. This course covers such topics as use of current technology and communications, ergonomics, human relations, records management, and the basics of management and supervision. A supervised learning experience is required. This experience is for advanced business education students who attend school part of the day and work in a business office for the remainder.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**492620 Office Education Work-Based Learning**

Credit: 1 Grade Levels: 11-12

The student's job must relate to his/her career objective, and the worksite trainer must develop a list of competencies to be taught on the job relating to classroom competencies and career objectives. All aspects of the industry must be taught. A minimum of 135 hours during each semester on the job is required for the work experience credit of .5.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**492380 Office Management**

Credit: 1 Grade Levels: 11-12

Office Management is a two-semester course focusing on management and supervision in the office environment. The course covers basic skills such as word processing, records management, and communications as well as decision making, critical thinking, teamwork, and ethics.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
225	Business Technology

**492390 Programming I**

Credit: .5 Grade Levels: 9-12

Programming I is a one-semester course in any modern, high-level, structured language. Concepts should be taught in the context of practical applications.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**492400 Programming II**

Credit: .5 Grade Levels: 9-12

Programming II is a one-semester course that is a continuation of the study of the language taught in Programming I.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**492410 Rapid Writing I**

Credit: .5 Grade Levels: 10-12

Rapid Writing I is a one-semester course in any alphabetic writing or symbolic shorthand system designed to make note taking easier, faster, and efficient. Emphasis is placed on theory, speed, reinforcement, transcription skills, spelling, punctuation, and vocabulary. The course is designed for any student wishing to make notes for educational, business, or personal use.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
225	Business Technology

**492420 Rapid Writing II**

Credit: .5 Grade Levels: 10-12

Rapid Writing II is designed for the student who wishes to become more proficient in the art of note taking. Rapid Writing II is a continuation of Rapid Writing I and emphasizes speed, transcription skills, effective listening skills, spelling, vocabulary, mechanics of grammar, and note-taking applications.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
225	Business Technology

**492450 Spreadsheet Applications**

Credit: .5 Grade Levels: 10-12

Spreadsheet Applications is a one-semester course in which students use computer programs to analyze quantitative data. Emphasis is placed on the role and value of spreadsheets, financial reporting, budgeting, planning, and forecasting.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**492460 Travel Destinations**

Credit: .5 Grade Levels: 10-12

Travel Operations is a one-semester course that provides students information on the basics of the travel business. Topics covered include appointments, functions, resources, reservations, bookings, traffic documents, accounting, sales reports, automation, and financial planning and management.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492470 Word Processing I**

Credit: .5 Grade Levels: 9-12

Word Processing I is a one-semester course designed to provide students with entry-level skills in word processing concepts, operations, text manipulations, and production of business documents using an intermediate or advanced level software program. In addition, training in basic word vocabulary skills, mechanics of punctuation and grammar, format and style Proofreading, editing, and reviewing business documents are included in the course.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
037	Computer Tech Permit
225	Business Technology



**492480 Word Processing II**

Credit: .5 Grade Levels: 9-12

Word Processing II is a one-semester course designed to provide students with competencies in word processing concepts. Emphasis is on production of business documents and applications, including formats, creating and maintaining files, repetitive documents, revising, and printing.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:	031	Business Education (Secretarial)
	032	Business Education
	037	Computer Tech Permit
	225	Business Technology

## **CLUSTER: MARKETING, SALES & SERVICE**

### **492010 Advertising**

Credit: .5 Grade Levels: 10-12

Advertising is a one-semester course designed to focus on the competencies needed for the planning and implementation of a successful advertising program. Students are exposed to media, methods of research, budgets, and evaluations that are used to sell a product, service, or business. Hands-on experience is given in copy writing, layout, and production in various media. Desktop publishing should be introduced.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

### **590080 DWE-Approved Marketing Education**

Credit: 1 Grade Levels: 9-12

This is an individually approved course in marketing education submitted by district.

Does course count in required 38 units and, if yes, how: No

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

040	Marketing Education
222	Marketing Technology

### **492610 DWE-Approved Marketing Education**

Credit: 1 Grade Levels: 9-12

This is an individually approved course in marketing education submitted by district.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

040	Marketing Education
222	Marketing Technology

### **492190 Fashion Merchandising**

Credit: .5 Grade Levels: 10-12

Fashion Merchandising is a one-semester course designed to offer an overview of the fashion industry. It provides the foundation in preparing students for a wide range of careers available in the different levels of the fashion industry. Emphasis is given to historical development, textiles, manufacturers, merchandising, domestic and foreign markets, accessories, and retailing.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

### **492230 International Travel**

Credit: .5 Grade Levels: 10-12

International Travel is a one-semester course that provides detailed coverage of international air travel; geography; international airfares and ticketing procedures; travel requirements; travel in Europe, Russia, Asia, and the Pacific; ecotourism analysis; and broadening of global horizons to maximize cultural understanding.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492250 Introduction to Hospitality**

Credit: .5 Grade Levels: 11-12

Introduction to Hospitality is a one-semester course that provides students with an overview of the hospitality industry and career opportunities within the industry. Students learn operation procedures in front office operations, guest services, marketing and sales, bank office functions, ownership and management, food, beverages, and housekeeping management.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492260 Introduction to Travel & Tourism**

Credit: .5 Grade Levels: 10-12

Introduction to Travel and Tourism is a one-semester in-depth study of worldwide travel, transportation, and tourism. Students are introduced to the industry as a whole and the job opportunities that are available. The course covers resource allocation, technology, and social, organizational, and technological systems.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

**492330 Marketing**

Credit: 1 Grade Levels: 11-12

Marketing is a two-semester course designed to provide students with the fundamental concepts, principles, skills, and attitudes common to the field of marketing. Instruction focuses on market types, market analysis, consumer types, planning, promotion, buying, pricing, distribution, finance, trends, and careers. Although not mandatory, many students can benefit from the on-the-job training component (cooperative education) of this course. The student's job must relate to his/her career objective.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

040	Marketing Education
222	Marketing Technology

**492350 Marketing Management**

Credit: 1 Grade Levels: 11-12

Marketing Management is a two-semester course designed to develop decision-making skills through the application of marketing and management principles. Competencies will be accomplished by utilizing various instructional methods, resources, and direct involvement with marketing businesses. The course will focus on organization, finance, risks, credit, technology, and social aspects. Although not mandatory, many students can benefit from the on-the-job training component (cooperative education) of this course. The student's job must relate to his/her career objective.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course:

040	Marketing Education
222	Marketing Technology

**492340 Marketing Management Work-Based Learning**

Credit: 1 Grade Levels: 11-12

Although not mandatory, many students can benefit from the on-the-job training component (cooperative education) of Marketing and Marketing Management. The student's job must relate to his/her career objective, and the worksite trainer must develop a list of competencies to be taught on the job that coordinate with classroom competencies and career objectives. All aspects of the industry must be taught. Students attend school part of the day and work in a marketing position for the remainder. A minimum of 135 hours during each semester on the job is required for the work experience credit of .5.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course: 040 Marketing Education  
222 Marketing Technology

**492430 Retailing**

Credit: .5 Grade Levels: 10-12

Retailing is a one-semester course designed to offer an overview of the retailing industry in the United States. A study is made of the types of retail marketing, organization, personnel, merchandising, promotion, selling, operations, and control. The course focuses on the concepts and practices of retail business operations.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course: 031 Business Education (Secretarial)  
032 Business Education  
040 Marketing Education  
222 Marketing Technology  
225 Business Technology

**492440 Salesmanship**

Credit: .5 Grade Levels: 10-12

Salesmanship is a one-semester course designed to inform students about specific selling techniques and attitudes necessary to become a successful salesperson. The course focuses on serving customers and helping them make wise buying decisions. Emphasis is placed on the importance of human relations in selling, the functions performed by salespeople, development of personality traits needed by salespeople, and the buying/selling process.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course: 031 Business Education (Secretarial)  
032 Business Education  
040 Marketing Education  
222 Marketing Technology  
225 Business Technology

**COURSES ONLY: WORK-BASED LEARNING; SUPPORT; SPECIAL POPULATIONS;  
& MISCELLANEOUS COURSES**

**590110 DWE-Approved Career & Technical Education**

Credit: .5 Grade Levels: 9-12

This is a specialized CTE course for which the district must submit a framework and receive approval to teach. The district must have a letter on file to use this course code.

Does course count in required 38 units and, if yes, how: No

Does course count in the 21 units required for graduation: Yes

Licensure required to teach this course: ANY

**MIDDLE SCHOOL COURSES**

**399040 Computer Tech: Introduction**

Credit: Grade Levels: 7-8

Computer Technology: Introduction is a one-semester course designed to prepare seventh- and eighth-grade students with an introduction to computers and business applications that are necessary to live and work in a technological society. Emphasis is given to data entry, computer concepts and operations, programming and design, computer software, implications of technology in society, and ethics. The course is designed to provide students with an understanding of the business, industrial, and scientific area in which the computer is used.

Does course count in required 38 units and, if yes, how: No

Does course count in the 21 units required for graduation: No

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
033	Middle School Business
034	Data Processing/Computer Permit
037	Computer Tech Permit
224	Business Technology

**399200 DWE-Approved Career & Technical Education**

Credit: Grade Levels: 7-8

This is a specialized CTE course for which the district must submit a framework and receive approval to teach. The district must have a letter on file to use this course code.

Does course count in required 38 units and, if yes, how: No

Does course count in the 21 units required for graduation: No

Licensure required to teach this course: ANY

**399020 DWE-Approved Computer Applications I (8th grade)**

Credit: Grade Levels: 8

Computer Applications I is a half-unit course designed to provide students with the fundamental computer skills necessary to do well in high school and in virtually all jobs today. In the area of word processing, students will learn the fundamental skills necessary to create and edit the most widely used documents and use the most commonly used features of a word processor, such as bullets, numbered lists, special characters, borders and shading, fonts, and paragraph and line searching. The fundamentals in use of scanners, graphics, and Word Art are applied to documents. Internet searching skills and citing Internet sources are stressed with these applied to a simple PowerPoint presentation. In the area of spreadsheets, students will be expected to create and edit simple spreadsheets using basic formulas and functions and create a simple graph or chart. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: No

Does course count in the 21 units required for graduation: No

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

**399010 Information Technology Fundamentals**

Credit: Grade Levels: 8

Information Technology Fundamentals will provide students with the opportunity to learn about computer and networking information and to practice these basic technological concepts. This is not an industry-level certified course but rather an opportunity to assist in making immediate course selections and future career choices and provide exposure to technical life skills.

Does course count in required 38 units and, if yes, how: No

Does course count in the 21 units required for graduation: No

Licensure required to teach this course:

**399050 Keyboarding (7<sup>th</sup>-8<sup>th</sup> grade)**

Credit: Grade Levels: 7-8

Keyboarding is a one-semester course designed to help students develop speed and accuracy by learning the touch operation of alphanumeric/keyboard characters. Emphasis is placed on the following: mastery of the keyboard with desirable keyboarding techniques; development of speed and accuracy; basic problem-solving applications of centering and arranging reports, letters, and tables; proofreading; formatting; and proper care of the equipment. Keyboarding is a foundation for developing entry-level skills for business careers.

Does course count in required 38 units and, if yes, how: No

Does course count in the 21 units required for graduation: No

Licensure required to teach this course: 031 Business Education (Secretarial)

032 Business Education

033 Middle School Business

224 Business Technology

225 Business Technology

**399060 Keyboarding Applications (7<sup>th</sup>-8<sup>th</sup> grade)**

Credit: Grade Levels: 7-8

Keyboarding Applications is a one-semester course designed to further develop keyboarding skills. Emphasis is placed on the following: improving speed and accuracy; proofreading; producing mailable copy from rough draft; creating handwritten and statistical documents; and improving production of various types of business communications.

Keyboarding Applications provides the skills and knowledge necessary for entry-level employment for business careers.

Does course count in required 38 units and, if yes, how: No

Does course count in the 21 units required for graduation: No

Licensure required to teach this course: 031 Business Education (Secretarial)

032 Business Education

033 Middle School Business

224 Business Technology

225 Business Technology

## TECHNOLOGY STANDARDS

**COMPUTER SYSTEM FOR: MIDDLE SCHOOL  
JR HIGH SCHOOL  
HIGH SCHOOL  
INSTRUCTOR/TEACHER**

### **LEVEL I**

Pentium® 4 processor (or equivalent) 2.80GHz, 800 MHz, 512K cache, 512MB DDR RAM, 17" CTL, true flat panel color monitor or 17" CRT true flat screen monitor, integrated video graphics card, 40GB hard drive, 1.44MB 3.5-inch floppy drive, USB 2-button optical mouse with scroll, integrated (10/100/1000) network card, 52x32x52X DVDRW or 48x or 52x CDRW-ROM, integrated sound blaster compatible, speakers w/headphones. Internet accessible.

<b>BUSINESS/MARKETING</b>
CT: Intro
Computer Business Apps.
Finance
Hospitality
Keyboarding
Management
Marketing Technology
Office Administration
Tourism
Word Processing I & II

## TECHNOLOGY STANDARDS

**COMPUTER SYSTEM FOR:   PROGRAM SPECIFIC  
INSTRUCTOR/TEACHER**

### **LEVEL II**

Pentium® 4 processor (or equivalent) 3.20GHz, 800MHz, 512K cache, 1 GB DDR RAM, 17" CTL, LCD flat panel color display, integrated video graphics card, (2) 80GB hard drives, 1.44MB 3.5-inch floppy drive, USB 2-button optical mouse with scroll, integrated (10/100/1000) network card, 48X or 52X DVD+R, DVD writer 48X or 52X CD ROM, integrated sound bBlaster compatible, speakers w/headphones. Internet accessible.

<b>BUSINESS/MARKETING</b>
Desktop Publishing
Multimedia
Programming



**STATE STAFF**

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**CAREER CLUSTERS: BUSINESS MANAGEMENT AND ADMINISTRATION; FINANCE;  
HOSPITALITY AND TOURISM; AND INFORMATION TECHNOLOGY**

**BUSINESS TECHNOLOGY**

**Program Description**

Business Technology programs are designed to prepare individuals to perform managerial, research, and technical support functions related to production, buying as well as selling goods and services

Technical support functions include word processing and data entry skills using the latest in modern business equipment, communication, and accounting skills. Business information processing includes the skills to process and retrieve internal business information and respond to external data requests. Enterprise management prepares individuals to develop, own, and operate businesses, including the applications of doing business in international markets and finance.

**Occupational Program**

Business Technology has four career clusters from which students may choose. Specific courses are required for each of the programs of study (pathways); in addition, various options may be selected to complete the required curriculum.

**Career Focuses**

The program framework for secondary education and training is designed for linkage/articulation to postsecondary programs of study. All curriculums adhere to the workforce training requirements for increased levels of technical skills and stronger foundations in applied academics. Program offerings in each school must include a minimum of one career focus/program of study.

**Length of Courses and Eligibility of Students**

Length of courses and eligibility of students are shown on the Business/Marketing Technology Program framework and course offerings immediately following.

## Student Organizations

The career and technical student organization Future Business Leaders of America (FBLA) shall be an integral part of the Business Technology instructional program and shall follow the guidelines, goals, and objectives and shall participate in activities of the state and national organization.

## MARKETING TECHNOLOGY

### CLUSTER: MARKETING, SALES, AND SERVICE

Planning, managing, and performing marketing activities to reach organizational objectives

#### Program Description

Marketing Technology provides instruction that prepares individuals to plan and execute, at the operational or direct sales level, the promotion and distribution of ideas, goods, and services in order to create exchanges that satisfy individual and organizational objectives. Marketing tasks will include segments of the apparel and fashion industry, retailing of food, real estate, tourism, vehicle, and petroleum operations, as well as developing business enterprises.

#### Occupational Program

One career focus program of study (pathway) is provided for students in this cluster, but several options are available as individual drawing boards are developed. The two two-semester capstone courses are Marketing and Marketing Management. In addition to the core marketing courses, related classes may be selected from those listed below in Optional Courses.

The career focus program of study for Marketing Technology is based on three broad competency areas that are essential for success in any marketing occupation: Economic Fundamentals of Marketing, Human Resource Foundation, Marketing and Business Foundations.

#### Program Framework

The two sequential courses Marketing and Marketing Management are designed to give a good foundation for all students to explore and gain skills and knowledge in the occupational field of marketing and management. School-based instruction is provided for all students. For those students who desire work experience as a part of their educational program, a cooperative component is available. It is not required for all students but is desirable for many of them.

Cooperative education combines classroom instruction with alternating periods of on-the-job training in marketing occupations related to the student's career goal. Training sponsors are selected to coordinate the learning experiences provided on the job. Training plans are developed cooperatively by the teacher/coordinator and the training sponsor to ensure the development of required competencies.

#### Optional Courses

Any marketing education program may include these courses, such as Advertising, Desktop Publishing, Enterprise Management, Fashion Merchandising, International Business, Retailing, Salesmanship, Hospitality and Tourism, or Lodging Management. Courses may

combine classroom instruction with supervised laboratory activities designed to help the student achieve his or her career goal. The laboratory experiences may include marketing simulations, operation of a school store, motel, boutique, parts warehouse, or a student bank within the educational institution.

#### Length of Program

1. Marketing and Marketing Management shall both be one-year courses.
2. Optional courses may be offered on a one- or two-semester basis.

#### Eligibility of Students

1. Marketing is available for grades 11-12.
2. Marketing Management is available for grades 11-12. Students on a block schedule can take Marketing Management in the 11<sup>th</sup> grade if they take Marketing first term and Marketing Management second term.
3. Optional courses are available for grades 10-12.
4. Cooperative students must be 16 years of age to meet labor law requirements.
5. Students must have an occupational objective in the field of marketing.
6. If possible, cooperative students should be placed in an approved Marketing Technology training station before school starts.

#### Student Organization

The student organization DECA, an association of marketing students, shall be an integral part of the Marketing Technology program and shall follow the same guidelines, goals, and objectives and shall participate in activities of the Arkansas Association and the National DECA Organization.

## BUSINESS AND MARKETING PREREQUISITES

**All courses require Foundation; Career Orientation (7<sup>th</sup> or 8<sup>th</sup> grade);  
Keyboarding (7<sup>th</sup> or 8<sup>th</sup> grade); CT: Intro (or substitute) (7<sup>th</sup> or 8<sup>th</sup> grade); IT: Fundamentals-Pilot  
(8<sup>th</sup> grade only)**

**Keyboarding must be completed before CT: Intro (or substitute)**

COURSE	PREREQUISITE COURSE(S)
Banking and Finance Operations/Teller Training	Banking and Finance Principles
Banking and Finance Principles	Computerized Accounting I (suggested)
Banking and Finance Consumer Lending	Computerized Accounting I (suggested)
Banking and Finance Law	Banking and Finance Principles
Business Law II	Business Law I
Computerized Accounting II	Computerized Accounting I
Desktop Publishing I	Word Processing I (or Computerized Business Applications)
Desktop Publishing II	Word Processing I (or Computerized Business Applications) Desktop Publishing I
Enterprise Management II	Enterprise Management I
Multimedia Applications I	Word Processing I & Word Processing II (or Computerized Business Applications) Desktop Publishing I
Multimedia Applications II	Word Processing I & Word Processing II (or Computerized Business Applications) Desktop Publishing I Multimedia Applications I
Office Education Apprenticeship/Work-Based Learning (COE)	Word Processing I Word Processing II (or Computerized Business Applications)
Office Management	Word Processing I & Word Processing II (or Computerized Business Applications)
Programming II	Programming I
Programming III	Programming II
Rapid Writing II	Rapid Writing I
Word Processing II	Word Processing I
Marketing Management	Marketing
Computer Applications II	Computer Applications I
Computer Applications III	Computer Applications I Computer Applications II
Advanced Database and Spreadsheets	Computer Applications I Computer Applications II Computer Applications III
Web Design and Multimedia Production	Computer Applications I Computer Applications II Computer Applications III
Senior Technology Seminar	Computer Applications I Computer Applications II Computer Applications III
International Travel	Intro to Travel/Tourism
Intro. To Travel/Tourism	WPI or CBA or CA I, II
Intro. To Hospitality	International Travel
Oracle Internet Academy	CBA or CA I, II, III Database Fundamentals I & II Java I & II
Travel Operations	Intro to Hospitality

Pathways and programs of study by career cluster:

### **Business, Management, and Administration Cluster**

(Office Management, Management, Human Resource Management, or Business Law)

Business, management, and administration careers encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations. Business, management, and administration career opportunities are available in every sector of the economy.

#### Management Pathway Management Program of Study

Course Code	Core Requirements	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
492100	Computerized Accounting I	1				X	X	X
492320	Management	1					X	X
492470	Word Processing I **	.5			X	X	X	X
	<b>OR</b>							
492100	Computerized Accounting I	1				X	X	X
492170	Enterprise Management I	.5					X	X
492180	Enterprise Management II	.5					X	X
492470	Word Processing I **	.5			X	X	X	X
	<b>OR</b>							
492100	Computerized Accounting I	1				X	X	X
492200	Human Resource Management	1					X	X
492470	Word Processing I **	.5			X	X	X	X
	<b>OR</b>							
492070	Business Law I	.5					X	X
492080	Business Law II	.5					X	X
492100	Computerized Accounting I	1				X	X	X
492470	Word Processing I **	.5			X	X	X	X

#### Management Pathway Office Administration Program of Study

Course Code	Core Requirements	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
492380	Office Management	1					X	X
492470	Word Processing I **	.5			X	X	X	X
492480	Word Processing II **	.5			X	X	X	X
	<b>OR</b>							
492130	Office Education Cooperative	1					X	X
492470	Word Processing I **	.5			X	X	X	X
492480	Word Processing II **	.5			X	X	X	X

### **Finance Cluster**

(Banking & Finance or Accounting core)

Planning, services for financial and investment planning, banking, insurance, and business financial management

#### Business Financial Management Pathway Finance Program of Study

Course Code	Core Requirements	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
492100	Computerized Accounting I	1				X	X	X
492110	Computerized Accounting II	1				X	X	X

Banking and Related Services Pathway  
Banking Program of Study

Course Code	Core Requirements	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
492020	Banking & Finance Consumer Lending	.5					X	X
492030	Banking & Finance Law	.5					X	X
492040	Banking & Finance Operations/Teller Training	.5					X	X
492050	Banking & Finance Principles	.5					X	X
492100	Computerized Accounting I	1				X	X	X

### Hospitality and Tourism Cluster

(Hospitality or Lodging Management core)

Hospitality & Tourism encompasses the management, marketing, and operations of restaurants and other food services, lodging, attractions, recreation events, and travel-related services.

Travel and Tourism Pathway  
Hospitality Program of Study

Course Code	Hospitality Core Requirements	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
492230	International Travel	.5				X	X	X
492250	Introduction to Hospitality	.5					X	X
492260	Introduction to Travel and Tourism	.5				X	X	X
492460	Travel Operations	.5					X	X
492470	Word Processing I **	.5			X	X	X	X

Travel and Tourism Pathway  
Lodging Program of Study

Course Code	Tourism Core Requirements	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
492300	Lodging Management I	1				X	X	X
492310	Lodging Management II	1				X	X	X
492470	Word Processing I **	.5			X	X	X	X

### Information Technology Cluster

(Desktop Publishing, Multimedia Applications, or Programming core)

Building linkages in IT Occupations Framework: for entry level, technical, and professional careers related to the design, development, support, and management of hardware, software, multimedia, and systems integration services.

Interactive Media Pathway  
Desktop Publishing Program of Study

Course Code	Core Requirements	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
492150	Desktop Publishing I	.5				X	X	X
492160	Desktop Publishing II	.5				X	X	X
492470	Word Processing I **	.5			X	X	X	X
	<b>OR</b>							
492120	Computerized Business Applications	1			X	X	X	X
492150	Desktop Publishing I	.5				X	X	X
492160	Desktop Publishing II	.5				X	X	X

Interactive Media Pathway  
Multimedia Program of Study

Course Code	Core Requirements	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
492150	Desktop Publishing I	.5				X	X	X
492360	Multimedia Applications I	.5				X	X	X
492470	Word Processing I **	.5			X	X	X	X
	<b>OR</b>							
492120	Computerized Business Applications	1			X	X	X	X
492150	Desktop Publishing I	.5				X	X	X
492360	Multimedia Applications I	.5				X	X	X

Programming/Software Engineering Pathway  
Programming Program of Study

Course Code	Core Requirements	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
492120	Computerized Business Applications	1			X	X	X	X
492390	Programming I	.5			X	X	X	X
492400	Programming II	.5			X	X	X	X

Programming/Software Engineering Pathway  
Oracle Program of Study

Course Code	Core Requirements	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
492960	Database Fundamentals	.5					X	X
492570	Database Fundamentals	.5					X	X
492580	Introduction to JAVA	.5					X	X
492590	JAVA Programming	.5					X	X

## Marketing, Sales, and Service Cluster

Planning, managing, and performing marketing activities to reach organizational objectives

Marketing Information Management and Research Pathway  
Marketing Technology Program of Study

Course Code	Core Requirements	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
492330	Marketing *	1					X	X
492350	Marketing Management *	1					X	X

\* Must have A.Y.A. Marketing License to teach these courses

\*\* May substitute Computerized Business Applications (1) for courses marked.

**BUSINESS:**

Course Code	Elective Courses	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
690050	Keyboarding	.5			X	X	X	X
690060	Keyboarding Application	.5			X	X	X	X
492020	Banking & Finance Consumer Lending	.5					X	X
492030	Banking & Finance Law	.5					X	X
492040	Banking & Finance Operations/Teller Training	.5					X	X
492050	Banking & Finance Principles	.5					X	X
492060	Business Communications	.5				X	X	X
492070	Business Law I	.5					X	X
492080	Business Law II	.5					X	X
492100	Computerized Accounting I	1				X	X	X
492110	Computerized Accounting II	1				X	X	X
492120	Computerized Business Applications	1			X	X	X	X
492130	Office Education Cooperative	1					X	X
492140	Database Applications	.5				X	X	X
492560	Database Fundamentals	.5					X	X
492570	Database Programming	.5					X	X
492150	Desktop Publishing	.5				X	X	X
492160	Desktop Publishing II	.5				X	X	X
492170	Enterprise Management I	.5					X	X
492180	Enterprise Management II	.5					X	X
492200	Human Resource Management	1					X	X
492210	Insurance and Risk Management	.5					X	X
492220	International Business	.5					X	X
492240	Introduction to Finance	.5					X	X
492580	Introduction to JAVA	.5					X	X
492260	Introduction to Travel and Tourism	.5				X	X	X
492230	International Travel	.5				X	X	X
492250	Intro to Hospitality	.5					X	X
492590	JAVA Programming	.5					X	X
492300	Lodging Management I	1					X	X
492310	Lodging Management II	1					X	X
492320	Management	1					X	X
492360	Multimedia Applications I	.5				X	X	X
492370	Multimedia Applications II	.5				X	X	X
492380	Office Management	1					X	X
492620	Office Education Work-Based Learning	1					X	X
492390	Programming I	.5			X	X	X	X
492400	Programming II	.5			X	X	X	X
492410	Rapid Writing I	.5				X	X	X
492420	Rapid Writing II	.5				X	X	X
492450	Spreadsheet Applications	.5				X	X	X
492460	Travel Operations	.5					X	X
492470	Word Processing I	.5			X	X	X	X
492480	Word Processing II	.5			X	X	X	X

\* Must have A.Y.A. Marketing License to teach these courses

\*\* May substitute Computerized Business Applications (1) for courses marked.



**MARKETING:**

Course Code	Elective Courses	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
492010	Advertising	.5				X	X	X
492190	Fashion Merchandising	.5				X	X	X
492230	International Travel	.5				X	X	X
492250	Introduction to Hospitality	.5					X	X
492260	Intro to Travel and Tourism	.5				X	X	X
492330	Marketing *	.5					X	X
492340	Marketing Apprenticeship/Work-Based Learning	.5					X	X
492350	Marketing Management *	.5						X
492430	Retailing	.5				X	X	X
492440	Salesmanship	.5				X	X	X

\* Teacher must have A.Y.A. Marketing License.

Course Code	Other Business/Marketing Elective Courses	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
	Seek DWE prior approval before implementation							
399020	Computer Applications I	.5		X				
492530	Advance Database and Spreadsheets	.5					X	X
492600	Business Education	1			X	X	X	X
590070	Business Education	1			X	X	X	X
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492510	Computer Applications III	.5			X	X	X	X
492610	Marketing Education	1			X	X	X	X
590080	Marketing Education	1			X	X	X	X
492520	Programming III	.5						X
492550	Senior Technology Seminar	.5						X
492540	Web Design and Multimedia Production	.5					X	X

Course Code	Middle School Elective Courses	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
399180	Computer Technology Applications	.5	X	X				
399050	Keyboarding	.5	X	X				
399060	Keyboarding Applications	.5	X	X				

Course Code	Other Middle School Elective Courses	Units of Credit	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
	Seek DWE prior approval before implementation							
399040	Computer Tech: Intro	.5	X	X				
399020	Computer Applications I	.5		X				

## BUSINESS AND MARKETING TECHNOLOGY

CLUSTERS: ALL  
PATHWAYS: ALL  
PROGRAMS OF STUDY: ALL

### MINIMUM INSTRUCTIONAL EQUIPMENT AND SOFTWARE: HIGH SCHOOL LEVEL

Item	Student Count			Description/Specification
	15	20	25	
Student computer systems	15	20	25	See Technology Standards – Level 1
Student computer stations	15	20	25	Minimum of 30" x 43" per station, keyboard height 26" to 28"
Student posture chairs	15	20	25	Ergonomically designed with strong back support; must be adjustable. Classroom set.
Teacher computer system	1	1		See Technology Standards
Teacher computer station	1	1	1	Minimum of 30" x 43" per station, keyboard height 26" to 28"
Teacher posture chair	1	1	1	Ergonomically designed with strong back support; must be adjustable
Teacher laser printer	1	1	1	
Digital camera	1	1	1	
Filing cabinets	2	2	2	4-drawer, lockable
Laser printer	1	1	1	
LCD projector	1	1	1	Minimum 1,000 ANSI lumens
Media cart	1	1	1	
Scanner	1	1	1	
TV	1	1	1	Minimum 27" screen
VCR/DVD player	1	1	1	

# BUSINESS AND MARKETING TECHNOLOGY

CLUSTERS: ALL  
PATHWAYS: ALL  
PROGRAMS OF STUDY: ALL

## MINIMUM INSTRUCTIONAL EQUIPMENT AND SOFTWARE: JR HIGH/MIDDLE SCHOOL LEVEL

Item	Student Count			Description/Specification
	15	20	25	
Student computer systems	15	20	25	See Technology Standards – Level 1
Student computer stations	15	20	25	Minimum of 30" x 43" per station, keyboard height 26" to 28"
Student posture chairs	15	20	25	Ergonomically designed with strong back support; must be adjustable. Classroom set.
Teacher computer system	1	1	1	See Technology Standards
Teacher computer station	1	1	1	Minimum of 30" x 43" per station, keyboard height 26" to 28"
Teacher posture chair	1	1	1	Ergonomically designed with strong back support; must be adjustable. Classroom set.
Teacher laser printer	1	1	1	
Digital camera	1	1	1	
Filing cabinets	2	2	2	4-drawer, lockable
Laser printer	1	1	1	
LCD projector	1	1	1	Minimum 1,000 ANSI lumens
Media cart	1	1	1	
Scanner	1	1	1	
TV	1	1	1	Minimum 27" screen
VCR/DVD player	1	1	1	

## BUSINESS/MARKETING TECHNOLOGY

CLUSTER: INFORMATION TECHNOLOGY  
PATHWAY: INTERACTIVE MEDIA  
PROGRAM OF STUDY: DESKTOP PUBLISHING  
PROGRAM OF STUDY: MULTIMEDIA

### MINIMUM INSTRUCTIONAL EQUIPMENT AND SOFTWARE

Item	Student Count			Description/Specification
	15	20	25	
Computer system	1	1	1	See Technology Standards – Level II Multimedia
DVD player	1	1	1	Multimedia
Digital video camcorder/with remote microphone	1	1	1	Multimedia
Printer, color laser	1	1	1	Desktop Publishing and Multimedia—Color laser or printer/fax/copier/scanner combination
S-VHS (editing VCR)	1	1	1	Multimedia
Software (not included in equipment total)—latest version, appropriate to courses being taught (cost varies with computer lab size and configuration)				<u>Desktop Publishing</u> : Microsoft Office, Corel WordPerfect Office, Adobe PageMaker, Illustrator, FrontPage, Adobe InDesign, Adobe Premiere, or equivalents, etc. <u>Multimedia</u> : Microsoft Office, Corel WordPerfect Office, Adobe PageMaker, Illustrator, FrontPage, Adobe InDesign, HyperStudio, Adobe Premiere, or equivalents, etc.

**BUSINESS/ BUSINESS/MARKETING TECHNOLOGY**

CLUSTER: MARKETING, SALES AND SERVICE  
PATHWAY: MARKETING MANAGEMENT AND RESEARCH  
PROGRAM OF STUDY: MARKETING TECHNOLOGY

**MINIMUM EQUIPMENT LIST FOR INSTRUCTIONAL EQUIPMENT AND SOFTWARE**

Item	Student Count			Description/Specification
	15	20	25	
Student computer systems	3	4	5	See Technology Standards – Level 1
Student computer stations	3	4	5	Minimum of 30" x 43" per station, keyboard height 26" to 28"
Student posture chairs	3	4	5	Ergonomically designed with strong back support; must be adjustable. Classroom set.
Teacher computer	1	1	1	See Technology Standards
Teacher computer station	1	1	1	Minimum of 30" x 43" per station, keyboard height 26" to 28"
Teacher posture chair	1	1	1	Ergonomically designed with strong back support; must be adjustable
Teacher laser printer	1	1	1	
Digital camera	1	1	1	
Display case	1	1	1	
Laser printer	1	1	1	
LCD projector	1	1	1	Minimum 1,000 ANSI lumens
Media cart	1	1	1	
Scanner	1	1	1	
TV	1	1	1	Minimum 27" screen
VCR/DVD player	1	1	1	
Filing cabinets	2	2	2	4-drawer, lockable